Technology, Economic & Community Development Council Committee

Work Plan

Technology

(1) Expansion of the use and availability of technological enhancements by City Government and Tempe residents and businesses;

- <mark>Support the Community Oriented Policing Services Program (COPS). Build on efforts to improve the interoperability of emergency response communication systems which allow first responders to communicate efficiently during emergency situations. (check with Brenda where we are at)</mark>

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- Explore more ways to make government transparent (new website, social media, software)

  - The new website will have a robust search engine making it easier for the public to find information.
  - Social media allows the public additional ways to connect to city government.
  - A transparency committee comprised of members from several departments was established to determine what content would be placed on a transparency web page created for providing information to the public. The site will meet the transparency requirements mandated by the legislature.
  - A transparency logo was created and will be used as a button on the home page to direct the public to the information.

- Explore WiFi options

  - The City is going to put out an RFI to see if there is any interest in using the equipment currently on the poles. The document is currently being drafted.

- Explore web town halls
  - Currently looking at a vendor that would host an Open City

Hall site. The vendor would monitor comments for appropriate content, store and archive data and prepare reports for each topic. This will launch with the new website and provides an opportunity for Council to get feedback from the community regarding specific issues, policies or agenda items.

- Evaluate new technological advancements that would improve the efficiency and effectiveness of the work performed by IT and other City departments
    - IT, in partnership with the customer departments, has developed an extensive list of enhancements and innovative ideas to improve customer service and increase employee efficiency. This list is being prioritized by departments and will ultimately need to be collectively prioritized by the Manager and Directors. Funding for top priorities will be requested through the budget process. The allocation of IT resources will be decided by the priority of these projects

- Explore opportunities to introduce technological enhancements that will improve the community's ability to interact with the City
    - Customer Relations Center and 311 will provide phone, web and mobile assistance to the public to answer questions, provide information or resolve issues.
    - Web content management system will make it easier for the public to access information via the website.
    - Mobile apps will provide easy access to reporting problems

- Provide summarized reports of technological advancements that have been incorporated into the City's operations to improve efficiency and effectiveness
    - See Attached Report

- Update Committee on action plan to implement Active Citizen Request (ACR) citywide and to communicate availability of system to the public
    - ACR is in the process of bringing on board all the large service areas of the city. Public Works and Water are complete and the Library will be on board in October. Tax and license is ready to activate and the process has been started with code enforcement. The majority of public service areas will be complete by Spring and we will launch the public campaign in March 2012.

- Implement Active Citizen Request (ACR) Webforms for current service request case types

- The vendor is in the process of rebuilding the webform module to correct portions that were not working. The new module will be provided to us in November and we will have it ready to launch with the new website.

- Install and test use of ACR Mobile
  - The mobile module for ACR that will enable staff in the field to access ACR with a mobile device is being developed.
  - We are working with a mobile app developer to configure an app for Tempe that will send the notice through our system and directly to the appropriate staff in the field.

- Convert website to new Content Management System
  - The website has been designed and a site map built. Webster training will take place in early October and the site will be operational for users to begin building their pages in November. The site will be tested and user groups will be formed to provide feedback prior to going live to the public in March 2012.

- Develop plan to incorporate new federal requirements for accountability and transparency into the website

  - A transparency committee comprised of members from several departments was established to determine what content would be placed on a transparency web page created for providing information to the public. The site will meet the transparency requirements mandated by the legislature.

Sustainability

(2) Development and application of cost-effective, environmentally sustainable programs, including recycling programs and resource conservation and waste reduction programs, both for city operations and community application (i.e. K-20 community institutions);
- Approve a lease process for the use of city property for community gardens

  - The City has established a garden at Escalante and is in the process of evaluating this pilot program.

- Explore and expand green waste compost programs
  - Developed Program Evaluation Plan – May, 2011
  - Measure and evaluate the viability of green waste to compost program as a business operation

- Evaluate effectiveness on triple bottom line
- Review program elements and impacts on goals
- Attended APWA Sustainability Conference, June, 2011- staff toured public/private partnership compost facility – Portland Oregon.
- Incorporated processed compost into park, sports fields, and golf course turf rehabilitation as an element of Parks asset management/infrastructure strategy.
- Evaluate business models
- City operated program
- Site/location considerations – local, regional?

- Continue to explore new sustainability programs
  - Developed a one year multi-family (apartment complexes) recycling pilot program in partnership with Recyclebank. The Pilot area includes 3,100 housing units in SW Tempe – Baseline Rd. to Elliot Rd., and Hardy Dr. to Kyrene Rd. Two primary program goals:
  - Achieve a 10% increase in annual tonnage for recycling material
  - Achieve a 35% "activation" rate as measured by how many residents have activated their computer-based Recyclebank account at the end of a one-year period.
  - Pilot Program evaluation will be complete by March, 2012

- Explore the idea of a city community garden program

  - The City has established a garden at Escalante and is in the process of evaluating this pilot program.

- Clarify the current process of allowing community gardens on private property

  - Community Gardens are now allowed through a conditional use permit throughout the community. The City Council approved a process to help citizens interested in starting a community garden. The process provides flexible guidelines with one-on –one assistance to assist in the development of community gardens while ensuring appropriate operations and maintenance.

- Promote City Green Programs through enhanced city website
  - A comprehensive communication and marketing plan for the City's green programs was developed to provide consistent messaging and proactive promotion of Tempe as a

sustainable city. The plan includes: target markets, key messages and a "Sustainable Tempe" logo.

- As a major component of the communication plan, the City's Green Programs web page was enhanced to include: new "Sustainable Tempe" logo, compiled list of city programs and resources; the page has been redesigned to showcase and better organize Tempe's varied programs, and the design will be further refined with launch of the new content management system.

- Develop a brochure that identifies current city policies and programs on sustainability

  - Developed a "Sustainable Tempe" brochure (both print and electronic versions) that includes information about Tempe's policies and programs related to sustainability, including: recycling; composting/green waste; Nike Reuse-a-Shoe program; water conservation; public transit (bus, bike, walk, rail); and green buildings.

- Establish a Construction Recycling
  - Recommended developing a pilot construction recycling program as part of the East Valley Bus Operations Maintenance facility expansion/remodel. As discussed at the September 16, 2011TECD committee meeting:
  - Voluntary program at this time
  - Expect the program to be cost neutral or better in terms of reduced landfill fees for the contractor and cost recovery for the city
  - Diversion goal of 75% of construction material or better

- Move forward on "Grease Project" converting restaurant grease to fuel

  - Finalizing DOE funded Grease to Energy Feasibility Study (final report to be issued by the end of October) with recommendations to proceed with City-contracted grease collection and exploration of regional partnerships for conversion of grease to biogas

  - Working with restaurants and liquid waste haulers to structure a one-year pilot project in downtown Tempe for the implantation of City-contracted grease collection (RFP for Council approval expected by January 1)

- Install energy efficient HVAC upgrades, HVAC controls, interior and exterior lighting, water fixture upgrades, and a computer power management system in city buildings and facilities
    - The City's energy retrofit project is approximately 20% complete. In November, we will measure energy use and benchmark savings for the City Hall building and the PD/Courts building. The project timeline and details are on a new website, www1.tempe.gov/energy.

- Replace aging mechanical equipment with cost savings instead of using the CIP budget
    - The $8.7 million energy improvements (HVAC, lighting & controls) are being paid for with utility savings of approximately $550,000 per year over the next 15 years. Financing the equipment through an energy performance project frees up the budget and reduces operation and maintenance costs on aging infrastructure.

- Keep thermostat at a range of 72-78 in summer and changing custodial schedule to day-cleaning at the 80 city buildings
    - Leveraged approximately $900,000 in grant funding into $8.7M energy retrofit project through the ARRA funded Energy Efficiency and Conservation Block Grant program. The $8.7 million energy improvements are being paid for with utility savings of approximately $550,000 per year over the next 15 years. Financing the equipment through an energy performance project leveraged existing limited CIP resources and will reduce operation and maintenance costs on aging infrastructure.
    - Incorporated 24 facilities, more than 20% of our city facility system. Project is 30% complete. In November, 2011, we will measure energy use and benchmark savings for the City Hall building and the PD/Courts building. The project timeline and details are on a new website, www1.tempe.gov/energy.
    - Completed programming of thermostats set points of 72-78 degrees for summer and 65-71 for winter. Objective is to balance comfort and ability to perform city operations with the necessary energy savings associated with keeping thermostats near the middle of this range.
    - Completed changing custodial cleaning schedule to day cleaning –The custodial schedule for daytime cleaning is expected to save the city at least $60,000 each year. Our consultant is working on energy dashboard to show energy use and savings in some of the buildings with energy improvements. The dashboard will be online by January

2012.

- Conduct public outreach of the Energy Conservation Program
  - Tempe provided public outreach and public information for a variety of energy conservation programs, including: energy efficient street lights; Tempe Beach Park APS Solar Installation; energy conservation building retrofits; and public transit programs.

- Partner with APS for a solar demonstration project in Tempe Beach Park

  - Project completed in April 2011.
  - There are 52 panels and microinverters in the 10 kw system.
  - The system provides 13% of the energy needed for the park's south side facilities.

- Review progress on the streetlight induction project and explore options for additional streetlight electric savings
  - Downtown Streetlight System – 95% complete – expected completion date December 5, 2011 (pending final delivery of lights).
  - Residential Streetlight System – 75% complete – expected completion date December 30, 2011.

(3) Consider and develop environmental design standards that are specifically applicable to the arid, relatively warm, climate of Tempe;
  - <mark>Establish a Rebate program for Residential Improvements above Code</mark>

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Economic Development

(4) Address strategies to create economic stabilization and revitalization, including facilitating, and working with ASU for development of High-Tech, Bio-Tech, Nano-Tech facilities within Tempe;
  - Drafting an economic development plan for the downtown region and modern street car route in conjunction with the Transportation Council Committee

    - On April 15, 2011, staff presented to the Technology Economic and Community Development Committee for review and consideration the draft Tempe Streetcar Qualitative Land Use and Economic Development Template for the New Starts application. The document was finalized on June 2011 and will be submitted to the Federal Transit

Administration in the spring of 2012.

- Explore, assist and create incubator space

  - LaunchSpot, a Tempe based technology incubator has open its 14,000 square foot co-location center which currently house six companies.

- Cooperatively work with ASU and the U of A to market intellectual property

• This item was combined with Host Informational Outreach

- Establish an "Action Team" with local partners to identify and remedy technology commercialization problems

This item was combined with Host Information Outreach

- Host informational outreach forums with ASU graduate students focusing on the resources available for business start-ups

  - After meeting with community partners and evaluating entrepreneurial training programs available to tech companies, a root problem of lack of seed funding was identified as an obstacle tech commercialization. Staff in conjunction with community partners is developing an "Angel Investor Boot Camp" to educate local residents/investors about angel investing. A final class curriculum is estimated to be completed by early November. Items C, D and E have been combined.

(5) Redevelopment and development services policy formation for recommendation to Council, and implementation of council-approved projects;
- Research the potential implementation of a Small Business and Arts Overlay districts to help spur "micro site redevelopment"
  - In an effort to build on existing "micro-communities" staff is exploring the feasibility and cost associated with branding the Dorsey Light Rail Station Area as an international culinary district.

- <mark>Resolve pre-existing, non-permitted building improvement problems faced by architects/contractors. Research how other cities solve this issue</mark>
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(6) Development, implementation and assessment of economic development approaches, projects and proposals;

- Explore legislative support for economic development

    - In conjunction with our economic development partners (GPEC, AAED) staff is providing feedback on proposed legislative bills that impact business attraction, retention, expansion and entrepreneurial start-up on a monthly basis. Staff input was integrated in to HB 2001 – Arizona Competitiveness Package.

- Proactively market the quantitative benefits of operating a business in Tempe.
    - This item was combined with Clarify Business Operating Advantage

- Clarify the business operating advantage for business located in Tempe via a coherent economic development marketing strategy

    - On September 16, 2011 staff presented to the Technology Economic and Community Development Committee for review and consideration the 2011 – 2012 Strategic Marketing Plan, which detailed Tempe's competitive advantage and how we intend to communicate those advantages. Items B and C have been combined.

- Strengthen relationships between the local banking community and emerging technology companies

    - After meeting with members of the banking community it became apparent that emerging technology companies are un-bankable at this early stage, which led the formulation of the "Angel Investor Boot Camp".

- Centralized web portal for entrepreneurs. (website maintenance)

    - Content for the web portal is currently being collected and will be integrated into the new Doing Business in Tempe website, with a deployment date of 2nd quarter 2012.

- Reconsider application of Fire Prevention Annual Self Inspection Program
    - The program parameters are evolving, closure on this issue is expected by years end.

(7) Redevelopment of neighborhood commercial centers;
- Research the potential implementation of a Storefront Improvement Program

  - In addition to the material presented at the September TECD Committee staff is compiling data inputs to identify primary areas of opportunity. Staff is working with the Interdepartmental Taskforce to coordinate departmental involvement. In addition staff is working with HUD to further refine funding criteria for the CDBG program.

- Research the potential implementation of an Alley Improvement Program
  - Hold an annual Neighborhood Spring Cleaning type event designed to create awareness about alley maintenance responsibilities and crime prevention tips - Spring, 2012
  - Introduce an Alley Maintenance Award category at the Neighborhood Workshop Awards program - Spring, 2012
  - Complete draft ordinance that addresses legitimate and illegitimate uses of public alleys and rights of way - December, 2011
  - Alley rehabilitation program using recycled asphalt – ongoing

(8) In conjunction with Sports, Recreation, Arts & Cultural Development Committee, consider economic development associated with hotel and conference facilities, business tourism, arts and culture driven tourism, youth and amateur sports and outdoor and active tourism.
- Consider a Farmer Art District Branding Campaign

  - This item was removed after consultation.

- Consider establishing / reinstating a Tempe Historical Tour

  - The tour is being developed by the Tempe Historical Society, which will be available to the public in February, 2012 as a onetime hosted tour. However, a walking, biking and driving tour is being developed for online download.

- Proactively solicit conference center proposals from private developers
  - Staff is currently evaluating several proposals from developers and hoteliers regarding a downtown conference center and associated hotel.

- Promote Tempe in partnership with the Tempe Convention and Visitors Bureau as a destination for Sports, Arts, Culture and Business via web driven, social media and collateral marketing outreach

City staff, TCC, TCVB and DTC is holding monthly meetings to facilitate information sharing. TCVB has developed it's 2011 -2012 Comprehensive Marketing Strategy which details their marketing activities. For more information please see attached link:
http://www.tempetourism.com/assets/managed/files/TTO%20Marketing%20Plan%20-%2011-12%20-%20FINAL.pdf